

CLE's Participation in the Spoga Fair, Cologne, Germany, August 31- September 2, 2014

Report by O.P. Pandey, Regional Director (Central), CLE

History of Saddle & Harness manufacturing in Kanpur & the initial participation in the SPOGA Fair (Germany) since 1978.

Harness & Saddlery goods are the Horse riding & driving equipments, are being manufactured in Kanpur since more than 100 years. The industry was started in the 19th century by British India Corporation (BIC) through establishment of the 'Harness Factory' presently known as Ordinance Equipment Factory at Kanpur, to cater to the needs of the British Army and Police. The raw material for these products was manufactured in the Cooper Allen Tannery (another BIC unit at Kanpur, currently known as TAFCO). They had a comprehensive training programme for the local workers & artisans by the then British experts for Tanning & Saddle making within these two respective factories, whose generation now form the major workforce of the present day Saddlery industry in Kanpur & Unnao region.

By virtue of Kanpur & neighbouring Unnao's specialization in vegetable tanned buffalo hides (from which harness leather is made) which is the main raw material for Harness & Saddlery goods and due to the trained manpower available in these cities, it has become the only region in India to manufacture Saddlery & Harness goods. It may be surprising for many that all the Saddlery manufacturing units are highly labour intensive and 100% export oriented. Harness & Saddlery comprises of a very wide range of products running into more than 1000 different items. In addition to the traditional leather equipments, it also includes metal hardware, nylon & textile items, such as horse rugs/blankets and also the riding apparel and the specialized riding boots, etc. Majority of metallic hardware, cotton webbing and the saddle trees used as components are manufactured in Kanpur by ancillary units.

In the late seventies some of the

progressive exporters of Harness & Saddlery products started visiting & exhibiting their products in SPOGA fair at Koln (Germany) through STC (State Trading Corporation of India Ltd) to expand their business horizon. At that time SPOGA used to be predominantly a sports goods fair and the big names like Adidas & Puma were the main German exhibitors at that time. Only a few German companies used to exhibit Saddlery & Harness goods in SPOGA fair at that time. But, due to some major reason the giants like Adidas & Puma had boycotted this fair and shifted their participation in a big way to ISPO Fair in Munich, followed by the exodus of the remaining small players, due to which SPOGA gradually got converted into world's major Equestrian fair from a prominent Sports goods fair.

Today India's participation in terms of number of exhibitors from any country is the highest in this fair, followed by Germany. India's current export of Harness & Saddlery products is about Rs. 855.00 Crores and the growth rate is 13%. In quantity terms India is the largest producer of Saddlery & Harness goods in the world.

GERMAN LEATHER INDUSTRY :

The German Leather Industry is represented by the Verband der Deutschen Lederindustrie.V., German Leather Federation (VDL), which has a total membership of 50 companies that represent approximately 95% of German leather production, employing an estimated 2000 workers. These plants comprise 13 larger ones (with a turnover of more than €25 million and more than 50 employees) 17 medium sized ones (with a turnover of more than €10 million and between 50 and 20 employees) and 20 smaller plants with less than 20 employees.

VDL as an industrial trade association provides professional services to its members and represents the interests of the industry towards government bodies as well as the related



supplier and purchaser industries. The biggest companies in the German leather sector are the suppliers of automotive and furniture upholstery leather. Then there are 2 larger companies for shoe upper and bag leather. One company is a contract tannery only that does hides until wet blue & crust. About 15 tanneries do the whole process from raw hides or skins until finished leather. Some tanneries do offer contract works for third parties. 35 tanneries start the process from semi finished hides or skins in the wet-blue or crust state and do the re-tanning, dyeing and finishing only. All but 3 companies qualify as SMEs; all are limited companies and the large majority is still family owned.

The producers of goat and sheep leathers as well as wool on lamb skins are among the smaller group of companies with less than 20 employees. Of the total production more than 90 % consists of calf skins and bovine hides. The rest is goat, lamb and deer skins for garment, gloves and shoes and some salmon skins for diverse uses. There is also one fully equipped tannery at the Lederinstitut Gerberschule Reutlingen, the national training, research and testing center for the leather industry in Germany. This tannery facility is used primarily for teaching purposes, but it is also used for a certain amount of commercial activity.

The German leather producing industry is no longer one of the largest internationally, but it is still the 3rd biggest producer in the European Union behind Italy and Spain and before France and UK. It has specialized in the production of high quality

leathers for the automotive and the furniture sector. One of its comparative advantages is the proximity to the German premium automotive companies such as Daimler Benz, BMW, AUDI and Porsche.

Germany is not just a centre of quality leather production, but as well has a world class concentration of leather expertise - in research, innovation, teaching, training, consulting, trading and design - with organizations such as the Lederinstitut Gerberschule, Reutlingen and the Forschungsinstitut für Leder- und Kunststoffbahnen, Freiberg.

Aside from this some of the world's leaders of suppliers of chemicals for leather processing are located in Germany which companies such as BASF, LANXESS, TFL just to name the biggest which ensure a tight network for innovation and research in the leather industry.

About Koelnmesse

The success story of Cologne trade fairs began in 1924 with the opening of the first event on the exhibition grounds in Cologne-Deutz. During the "economic miracle" of the post-World War II era, the "Rheinische Messe" became a global trading center. Today Koelnmesse has the world's fifth-largest exhibition complex and organizes approximately 75 trade fairs in Cologne and all over the world. In the jubilee year 2014.

The international trade fair for the equestrian sports

Spoga horse meets the needs of the international retail market with the right mix of products and services and twice a year at that! A successful concept, impressively proven by the growing numbers of visitors and exhibitors to the event. Spoga Horse is the perfect industry meeting point, Innovative ideas, important information and a modern infrastructure quickly get the equestrian experts talking.

The spoga horse autumn 2014 in figures:

At the spoga horse autumn, 418 companies from 33 countries participated, 78 percent of whom came from abroad. These included 93 exhibitors from India and 4 additionally represented companies and 309 exhibitors and 12 additionally represented companies from abroad. Including estimates for the last day of the fair, 36,800 visitors from over 100 countries attended the spoga horse and spoga+gafa 2014. The share of foreign trade visitors was 58 percent.

High level of internationality at the spoga horse autumn

Total 418 exhibitors from 33 countries presented innovations and trends from all segments of the equestrian sport industry. The portfolio of exhibits ranged from clothing

for the horse and rider, saddle and leatherware, care products. The comprehensive market overview across all product groups concentrating fully on the equestrian sport industry is unique on the international trade fair scene. The level of internationality at the spoga horse has constantly risen year after year to attain a very high level, in 2014 once again 78 percent of the exhibitors and 58 percent of the visitors were from abroad.

A constant flow of visitors as well as excellent discussions at the well-attended stands made for an extremely positive mood among the exhibitors. According to an independent visitor survey, 54 percent of the trade visitors play a crucial role in the procurement decisions within their company and 25 percent are involved in the decision-making process. In turn, the trade visitors also let themselves be convinced by the quality and the innovations of the exhibitors. 92 percent gave a positive feedback regarding the range of exhibits at the spoga horse autumn.

India – Germany Leather Trade:

Germany is the second-largest global importer of Harness and Saddlery items, with its imports increasing from US \$ 110.24 million in 2008 to US \$ 125.68 million in 2012. India's exports of Harness and Saddlery items to Germany has also been growing, from US\$ 19.67 million in 2007-08 to US\$ 30.31 million in 2013.

GERMANY'S IMPORT OF LEATHER & LEATHER PRODUCTS AND INDIA SHARE-2008-2012

DETAILS	2008	2009	2010	2011	2012	2013
Saddlery & Harness						
Import	110.24	100.00	108.33	131.65	125.68	
India's Export	19.67	18.02	18.45	22.18	22.32	30.31
% Share of India	17.84%	18.02%	17.03%	16.85%	17.76%	
Total						
Import	9445.5	8445.44	9562.30	12011.3	10855	
India's Export	508.43	491.27	575.38	731.00	631.24	763.55
% Share of India	5.38%	5.82%	6.02%	6.09%	5.82%	

Source: Germany's Import - ITC Geneva / India's export DGCI&S



For visitors - Industry meeting point

It is one of the world's most important ordering trade fairs for this industry and a date on the equestrian calendar that nobody wants to miss. More than 66 percent of suppliers coming from outside Germany, it boasts an impressive international standing. Everything for the horse and rider is to be found here, from clothing, helmets, shoes and boots to saddles and bridles, grooming products, foodstuffs, accessories and services. Together with an attractive programme of accompanying events, a visit to spoga horse is a unique experience for any equestrian enthusiast.

For exhibitors - A market place

There is a reason why spoga horse is regarded as the most important ordering trade fair for the equestrian industry: around 95% of visitors who attend are involved in purchasing and procurement decisions. A simpler and more efficient way to do business will be hard to find. The pleasant atmosphere, impressive infrastructure and attractive programme of accompanying events make every moment here an enjoyable one.

Creative and competitive

The focus was placed on the innovative power of the industry once again this year through the spoga horse Innovation Award, which was conferred by Koelnmesse and the trade magazine, *equitrends*, for the 14th time. A first and second place was awarded in the three categories 'Horse & Stable', 'Riders' and 'Saddles & Accessories'. In advance, a trade jury had already selected 15 nominees from among the approx. 50 entries, which were presented to the trade visitors in the spoga horse Nominees Gallery and daily in the format 'Innovations in 60 seconds'. The votes of the trade audience counted for a third of the overall voting. At the award ceremony on 2 September, HKM Sports Equipment were delighted with their first place for the obstacle sticker Skala and Carr & Day & Marting were equally overjoyed with their second place in the 'Horse & Stable' category for Equimist 360 (an anti-fly spray). The victory in the category 'Riders' went to Euro-

star Riding Fashion for the ESK Protection Jodhpurs, followed by Derriere Equestrian for their Equestrian Padded Support System (equestrian underwear). Horseshape / Hölscher were also distinguished in the 'Saddle & Accessoires' category for their 3D scan saddle pad. Sommer claimed second place with the thermal seat. In order to offer the excellent innovations of the industry more room, for the first time ever all of the submitted products that fulfilled the application criteria were exhibited in the spoga horse Innovation Award Area on the Boulevard.

COUNCIL'S PARTICIPATION IN SPOGA 2014

With the aim of enhancing India's market share in Germany and also to project our brand in this country, the Council organized "Group Participation" of the following 34 member exporters of Harness & Saddlery member-exporters & booked an area of 470.75 Sq.mt. in the event with the support from the Market Access Initiative Scheme (MAIS) of the Government of India:

Participating Company
Kings International Ltd.
Taj Export Corporation
Olympia Exports L.L.P.
Hamraz Traders
Euro Plus
Silverline Tack Inc.
Ruksh International
Ryders Equestrian Products (P) Ltd.
Guts & Glory Leathers
A & Z Exports
Global Export
Leather Wave
Adam Exports
Swaraj International
Equestrian India
Zafar Alam International
Northern Exports
Sterling India
S.R. Global

Mirza Exim
Mars Impex
Kava Exports Inc.
AKI India Pvt. Ltd.
AKI International (Leder)
Zeeta International
Ariba Overseas
Shariq Tanners
KGN Exports House
Leatherline
A.S. International
Java International
Lederware (India)
Zoya Exim
Jamiq International

Council's Information Booth:

Mr. O.P. Pandey, Regional Director was the CLE coordinator for the Group Participation of 34 member exporters in the fair and was assisted by Mr. Roop Kr. Mishra, Asst. Export Promotion Officer. The queries by visitors, buyers & participating companies visited the CLE's Information Booth were well attended by CLE's officials up-to their satisfaction.

Council's publications:

Catalogue Booklets containing profiles of the participants of Spoga Fair, Members Directory, 2013 and Monthly Magazine "Leather News India" etc. were displayed at CLE's Information Booth No.F-28.

Visitors at CLE's Pavilion:

Ms. Sonja Meuters, Marketing Officer of Consulate General of India, Frankfurt visited all the Stands of India Pavilion and interacted with the participants. Mr. O.P. Pandey, CLE introduced her to the participating companies. Mr. Ashwani Pande, Managing Director Koelnmesse YA Trade Fair Pvt. Ltd also visited CLE's stand & discussed about CLE's group participation in forthcoming edition in Spoga Fair. The flow of potential buyers / visitors in India Pavilion was good during all the fair days and information kit were distributed to them.

Snapshots



Mr. Asad Kamal Iraqi of AKI India (P) Ltd. with a buyer



Mr. O.P. Pandey, Regional Director, CLE (CR) interacting with Mr. Mohammad Danish of Silverline Tack Inc. and Ms. Sonja Meuters, Marketing Officer of Consulate General of India



Mr. Taj Alam of Kings International Ltd. interacting with Ms. Sonja Meuters, Marketing Officer of Consulate General of India and Mr. O.P. Pandey, Regional Director, CLE (CR)



Mr. Mohd. Iftkhar of Ruksh International interacting with Ms. Sonja Meuters, Marketing Officer of Consulate General of India and Mr. O.P. Pandey, Regional Director, CLE (CR)

Mr. Asif Anwar of Lederwares (India) interacting with Ms. Sonja Meuters, Marketing Officer of Consulate General of India and Mr. O.P. Pandey, Regional Director, CLE (CR)



Ms. Sonja Meuters, Marketing Officer of Consulate General of India, Mr. O.P. Pandey, Regional Director, CLE (CR) and Mr. Ashwani Pande, Managing Director Koelnmesse YA Trade Fair Pvt. Ltd. seen in the photographs at CLE's information booth during discussion.



Trade visitors collecting promotional material from CLE information stand



Mr. O.P. Pandey, RD discussing with a Marketing Officer of BETA International Fair, U.K



Mr. O.P. Pandey, RD discussing with a trade visitors

Snapshots of Indian Participants participated through CLE



Mr. O.P. Pandey, RD, CLE (CR) discussing with Mr. Anis Mirza of Mirza Exim



Mr. O.P. Pandey, RD, CLE (CR) with Mr. Khursheed Anwar of Hamraz Traders



Mars Impex stand view



AKI India (P) Ltd. stand view



Mr. Taj Alam of Kings International Ltd., Mr. Mohd. Iftekhar of Ruksh Intl., Mr. Asad Kamal Iraqi of AKI India (P) Ltd. and Mr. O.P. Pandey, RD, CLE (CR) during discussion.



Business meeting in progress in Ruksh International



Business meeting in progress



A view of A & Z Exports stand



Left to Right Mr. Mohd. Iftekhar of Ruksh, Mr. O.P. Pandey, RD, CLE (CR), Mr. Mohd. Omar Farooq of Riding House & Mr. Upendra Singh of Equi Plus seen during discussion.



Mr. O.P. Pandey, RD, CLE (CR) in Adam Exports Stand



View of Stands in CLE Pavilion





Business Outcome:

During the fair, Spot Orders booked was to the tune of Euro 5,00,000 and Expected order were booked for Euro 45,00,000 approx. as per the feedback received form the member-participants.

Conclusion:

Germany is one of the main markets for Indian Harness & Saddlery manufacturer – exporters. Spoga Fair provides an ideal platform to the Indian Harness & Saddlery Industry to showcase their products and explore business. We should hence continue our participation with full of our strength by way of increase of exhibition area in the coming edition.

SNAPSHOT OF INDIAN DIRECT PARTICIPANTS



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